

ABSTRACT OF THE DISCLOSURE

Disclosed is a system for displaying targeted information based upon preference and/or demographic data. In one embodiment, generalized triggers are sent to a set-top box which contains the preference and/or demographic data. Downloaded addresses of targeted information are selected based upon the trigger and the preference and/or demographic data. Targeted data is then downloaded from a selected site for display to a viewer. In another embodiment, the preference and/or demographic data is stored at an upstream source. In another embodiment, multiple triggers are transmitted to the set-top box which then selects an address of targeted information from the multiple triggers based upon the preference and/or demographic data.